

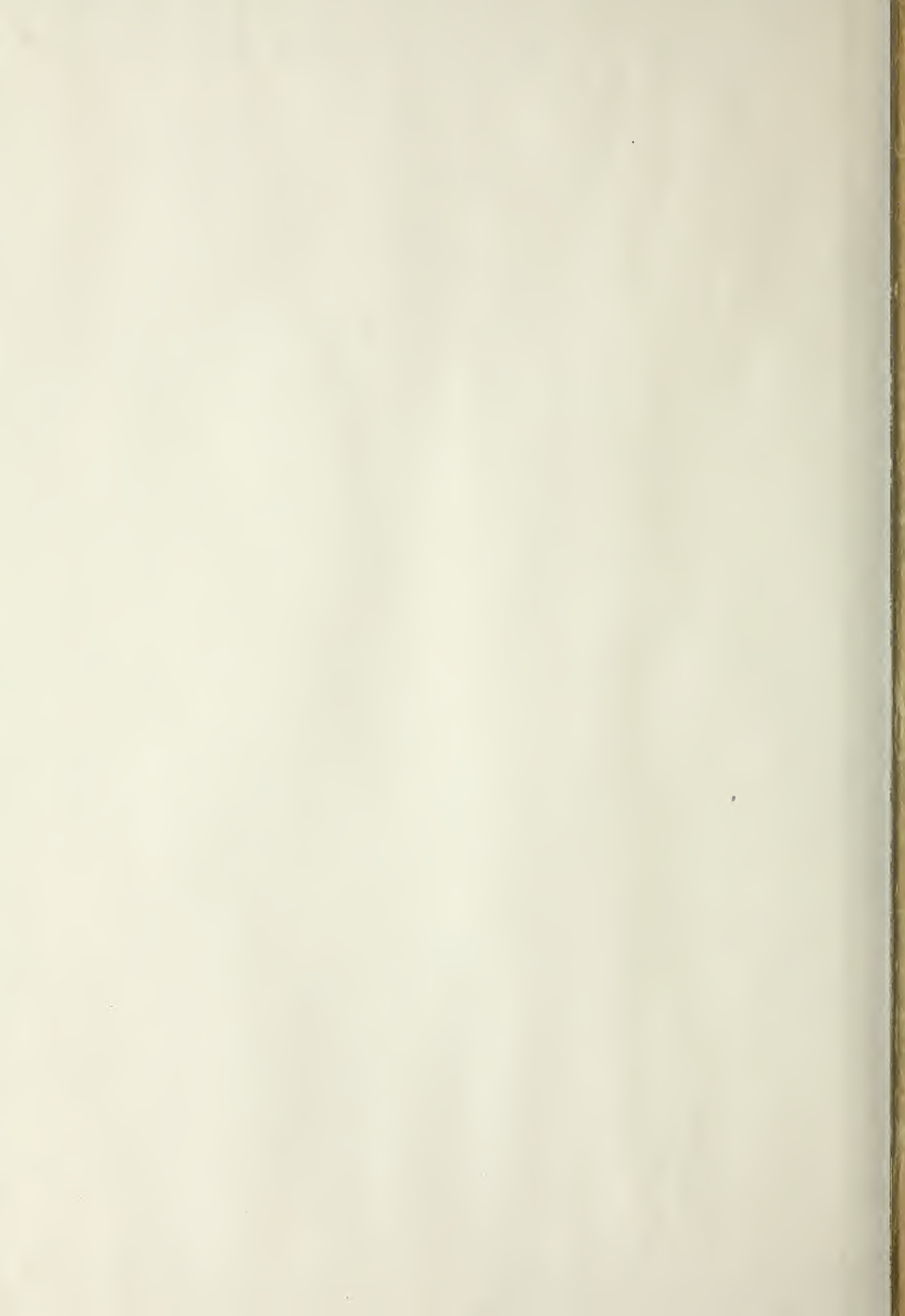






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<https://archive.org/details/peoplesstoreitse00gabl>







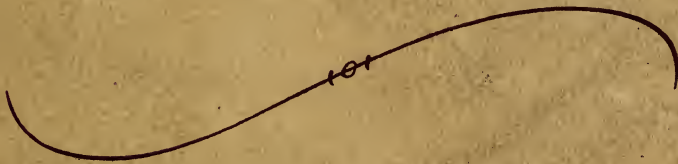
GC  
974.802  
AL79GAB

Garbner's 30<sup>th</sup> Anniversary  
Souvenir.

A Brief History of Altoona

(One)

The People's Store.



Allen County Public Library

When you come to "THE PEOPLE'S  
STORE" we want you to feel perfectly  
at home and free to inspect the goods  
and ask for information, regardless of  
whether you wish to buy or not.

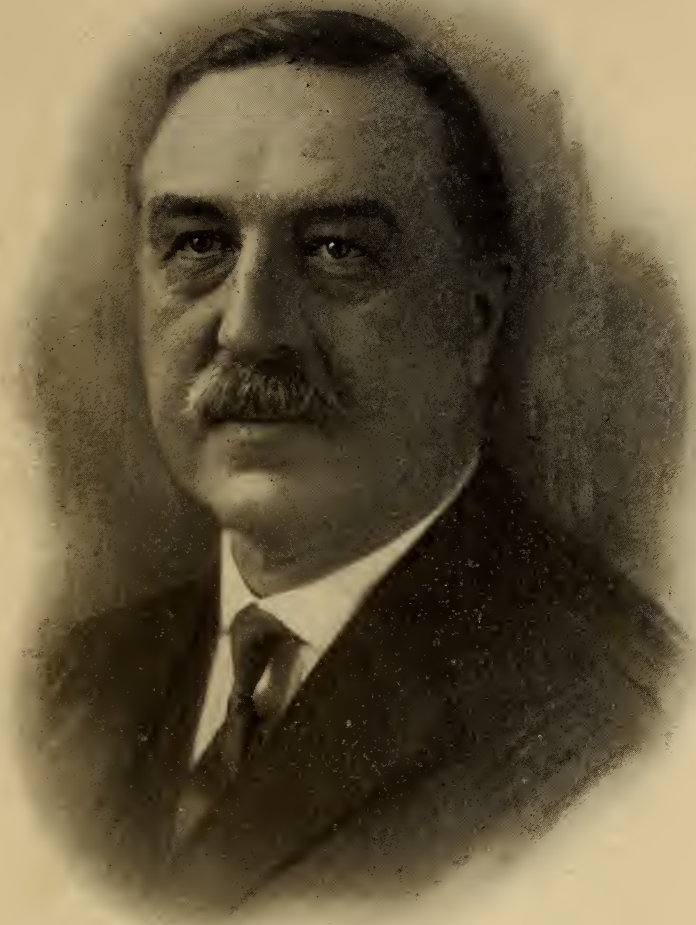
*William D. Gable & Co.*

ALTOONA, PENNA.

To  
H. King Mac Farlane,  
With greetings and good  
wishes from, William D. Gable,  
Altoona, Pa.,  
March 10<sup>th</sup> 1914.

---





Engraving from Photograph taken in Gable & Co.'s Photographic Studio

If Time (the last 30 years,) had been,  
as kind to me, as you have all been,  
there could be a younger looking man  
extending thanks and greetings to you today.

Altoona, Pa.  
March 1<sup>st</sup> 1914.

William G. Gable.



## *The People's Store And Its Employees*

In making our plans for the 30th Anniversary of the People's Store, we had under consideration many different things to use as a souvenir. We wanted something that would be representative of the store and yet would be appreciated by our patrons.

After giving the matter much thought, we decided that a booklet containing a brief history of the City of Altoona and portraits of our employes, together with a few facts regarding the store, would make a souvenir that would be in keeping with the importance of our 30th Anniversary and which the people would be pleased to receive.

The very interesting groups of pictures on the following pages are the result of this decision. Practically every employe of the big store on duty at the time the photographs were prepared, is represented. In fact we made a special effort to have every member of the store family included, in some instances making special arrangements to have absent ones report so they could be included in their proper group. All of the photographs have been taken in our new Photographic Studio and the excellence of the finished pictures is a fine recommendation of the quality of the work done in the Studio, which we are told is the largest and most up-to-date Studio between New York and Chicago.

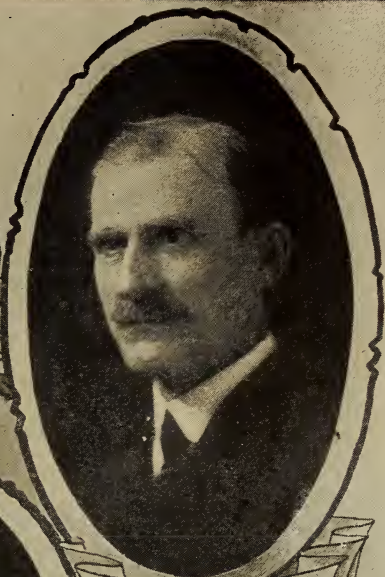
There are approximately 375 employes represented in the different groups, but there are certain seasons of the year when our store family is much larger, the high water mark being reached at the Christmas season when there are as many as 500 people working to serve your interests. It is the aim of the firm to have every one who visits the store treated with the utmost courtesy. We take great pleasure in recording the fact that time and again we are complimented on the manner in which our customers are treated by the salespeople, which shows that it is their aim to make it just as pleasant for those who trade here as the firm desires it should be. In fact we doubt if there is any store anywhere, whose employes as a whole, are more courteous or give more attention to the trade than is accorded those who come here either as buyer or visitor.

Every one of the 375 employes of the big store add their welcome to that extended on the first page of this booklet, and thank you for having honored us with your presence on this 30th Anniversary of the People's Store.





H. King MacFarlane  
Advertising Manager



Jesse M. Fay.  
Floor Manager  
& Buyer of Linens



J. George Anspach  
Manager



Howard M. Fleck.  
Buyer of Womens  
Coats & Suits.



William B. Parker.  
Buyer of Underwear  
and Hosiery.

PHOTOS BY GABLE & CO



AUDITING DEPT.

Miss Norine Mountz  
Miss Margaret Swoyer  
Miss Ruth Fitzgerald  
Miss Leota Wagerman



MISS LAURA M. RENNER  
AUDITOR OF SALES



JESE H. WRIGHT  
BOOK-KEEPER



BOOKKEEPING DEPT.

Clyde C. Cox  
(Stenographer)  
Miss Rebekah E. Hill  
Miss Bertha Alberts  
Mrs. C. W. Smith  
Miss Blanche E. McCummons



MISS HELEN R. MURRAY  
MANAGER OF MAIL ORDER DEPT.

MAIL ORDER DEPT.

Miss Alberta K. Ward  
Clair Wishart  
Miss Jane A. Craig



LACES  
DRESS TRIMMINGS AND  
GLOVE DEPTS.

Miss Rachel Kelley  
Miss Mareta Miller  
Miss Gertrude Craig  
Miss Ada Hershey  
Miss Ruth Kelley  
Miss Rose McNellis  
Miss Garnett Dreisbach  
Miss Myra Fasick  
Miss Mary Gerhart  
Miss Julia Ellis  
Miss Edith Curry  
Miss Stella Metzler  
Miss Mary Heacox  
Miss Regina Wilkinson  
Miss Agnes McCaffrey  
Miss Mary Hetrick  
Miss Eulalie Klise  
Miss Mary Renner



ADVERTISING DEPT.

Luther K. Lotz  
Joseph H. Sharer  
Miss Amalia Pfeffer  
Miss Amelia F. Ewing  
Miss Grace Mills

PHOTOS BY GABLE & CO.

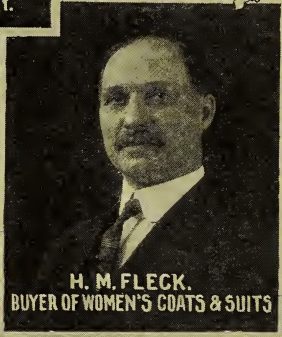


# MILLINERY DEPT.

Mrs. Moorehead  
Miss Madeline Hipp  
Miss Adelaide Heverly  
Miss Doris Wood  
Miss Julia Skees  
Miss Barbara Seidle  
Miss Clare Eastman  
Miss Helen Metz  
Miss Belle Beegle  
Miss Amelia Auer  
Miss Marcella Hedmiciet



J.E. MILLER.  
BUYER OF MILLINERY.



H. M. FLECK.  
BUYER OF WOMEN'S COATS & SUITS

# WOMEN'S COATS AND SUITS AND ALTERATION DEPT.

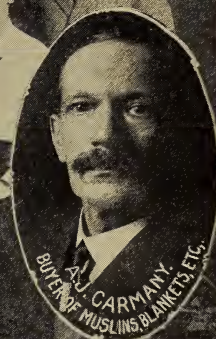
Miss Martha P. Hickey  
Miss Ruth Willis  
Miss Annie Shaffer  
Miss Ellen Oatman  
Miss Ada E. Brewster  
Miss Ostella Garner  
Miss Jessie M. Wolf  
Miss Julia A. Farrell  
Miss Elsie Kiesewetter  
Miss Laura Reagh  
Miss Madge Miller  
Miss Allie Powley  
Miss Eleanor McKenihan  
Miss Kathryn Myers  
Miss Cora Fry  
Miss Emma W. Leppert  
Mrs. Ida Hooper  
Miss Mayno Kepner  
Miss Nell Rodkey  
Miss Anna Smouse  
Miss Edythe B. Griffiths  
Miss Mary C. Behe  
Miss Margaret H. Maines  
Miss Annie M. Waite  
Miss Margaret Kissinger  
Mrs. Lutie Sissler





DEPARTMENT OF  
MUSLINS, SHEETINGS  
BLANKETS, ETC.

Miss Edith Thompson  
Harry E. Bible  
Miss Emma Schmelzen  
Arthur A. Reffner  
Miss Mary Ryan  
J. E. Skyles  
Miss Mary O'Brien  
Max Lykens



J. E. SKYLES  
BUYER OF MUSLINS, SHEETINGS, ETC.



J. G. HARRIS  
BUYER OF ART GOODS, JEWELRY, SILVERWARE

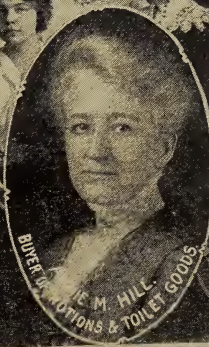
SILVERWARE  
JEWELRY AND ART  
GOODS DEPTS.

Miss Belle McClelland  
Miss S. May Border  
Miss I. Helen Westover  
Miss L. Pearl Turnbaugh  
Miss Margaret Brotherton  
Miss Lavenia Whitfield  
Miss Margaret McDonnell  
E. R. Miller  
Miss Nora Raugh  
Miss Lillie Holt



NOTIONS AND TOILET  
GOODS DEPTS.

Miss Marguerite Leader  
Miss Mary McCormick  
Miss Marguerite McNaught  
Miss Margaret Craig  
Miss Lillian Moore  
Miss Grace McMullen  
Miss Cora Jackson  
Leo Schmidhammer  
Miss Margaret Tipton



W. M. HILL  
BUYER OF NOTIONS & TOILET GOODS

PHOTOS BY GABLE & CO.



UNDERWEAR AND  
HOSIERY DEPTS.

Miss Anna Lambour  
Miss Violet Worley  
Miss Rebecca Armstrong  
Miss Florence E. Miller  
Miss Sadie Smith  
Miss Margaret Tiernan  
Miss Ruth Wilson  
Arthur Pannebecker  
Raymond Stewart  
Paul Moran



UNDERMUSLINS AND  
CORSET DEPT.

Miss Kathryn Pfeiffer  
Miss Edna Wolf  
Miss Rachel McCurdy  
Miss Edna Davis  
Miss Emma Hufford  
Miss Anna Medley



LINEN DEPARTMENT

Miss Isabel Bice  
Miss Agnes DeTemple  
Miss Catharyne Lowe  
J. A. Smith  
Miss Meda Robb  
Miss Edith Parsons  
Miss Ethel Shiffler  
Harry L. Miller  
(Assistant Buyer)  
Miss Bertha Russell  
Miss Agnes Wilkinson

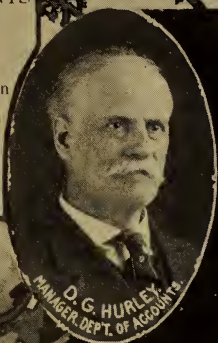


PHOTOS BY GABLE & CO.



# DEPT. OF ACCOUNTS

Miss Margaret Miller  
Miss Anna Brown  
Miss Geraldine Brown  
Miss Amy Brenaman  
Miss Mabel Kinsel  
Miss Alma Leader  
Miss Helen Wertz



# CASHIERS

Miss Nannie Cunningham  
Miss Theresa Stehle  
Miss Irene Pressell  
Mrs. Julia M. Warriner



# CHINA AND CROCKERY DEPARTMENT

Miss Emma C. Smith  
Miss Beulah Arbogast  
Mrs. Sue Bryant  
Miss Mabel Helsel  
Mrs. J. F. Stirk  
Miss Ruth Powell  
Miss Flo McCann  
Miss Nellie Fawber





William H. Fisher, Floor Manager



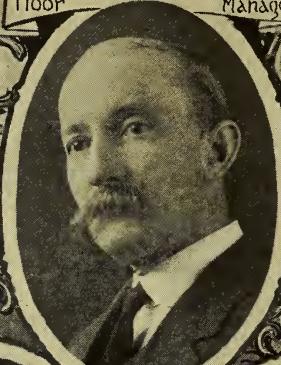
Richard J. Hall, Floor Manager



J.J. Hamilton, Floor Manager



Nellie Twitmore,  
in charge of Patterns.



A.S. Mills,  
Floor Manager



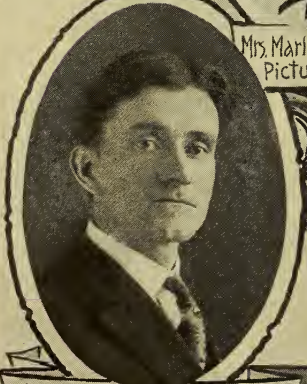
Mrs. A. R. Titzel, Buyer  
of Pictures.



Mrs. Martha M. Bradley,  
Picture Dept.



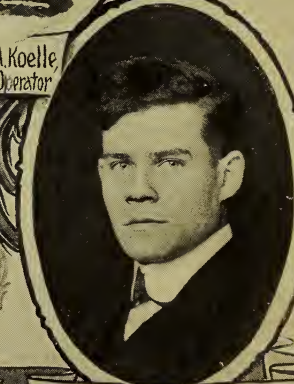
Elizabeth A. Koelle,  
Telephone Operator



Joseph F. Herbert, Display Manager



Russell P. Burchfield, Card Writer



Arthur Tipton, Assistant Display Manager



DRESS GOODS AND  
SILKS DEPT.

Miss Josephine Kephart  
Miss Edna Koelle  
Miss Naomi Gorsuch  
Miss Marguerite Irwin  
Miss Jane Wilson  
W. J. Russell  
Miss Edna Reimer  
Miss Gertrude Work  
F. M. Vaughn



MISS PAULINE O. ROTH.  
BUYER OF INFANTS WEAR.



E. S. MCGAW.  
BUYER OF DRESS GOODS & SILKS.

INFANTS' WEAR  
DEPARTMENT

Miss Ruth I. Henry  
Miss Sarah J. Taylor



J. TRUDEAU.  
BUYER OF WASH GOODS.

WASH DRESS GOODS  
DEPARTMENT

Miss Anna Feser  
Miss Oriveda McNally  
Miss Anna M. Snyder  
Miss Margaret Craufurd  
Miss Edna Murphy  
Miss Annie R. Martz  
John V. Gasdorf  
Miss Anna Breslin  
Miss Mary Miller



PHOTOS. BY GABLE & CO.



MEN'S FURNISHINGS  
DEPARTMENT

Palmer Hahn  
G. L. Moran  
Francis Wilt  
D. P. Miller  
George P. Gable  
John Steedman



FRANK M. DERSTINE  
BUYER OF MEN'S & BOYS' CLOTHING



MEN'S AND BOYS'  
CLOTHING DEPT.

Archie Sandrus  
Peter Lancia  
Miss Ella Feeney  
J. A. Wertzberger  
W. S. Little  
H. R. Kettl



JOHN S. GINGRICH  
BUYER OF SHOES

SHOE DEPARTMENT

Claude G. Files  
D. C. Haines  
H. E. Ruehr  
C. L. Bollinger  
Miss Myrtle Crawford  
Miss Helen V. Rossman  
Miss Hattie Orange



BOOK AND  
STATIONERY DEPT.

Michael A. Cerully  
Miss Viola B. Cole  
Miss Irene Fischer  
Miss Margaret Boyles  
Miss Verna H. Giarth  
Miss Charlotte McIntosh



GROCERY DEPT.

Miss Minnie Parkes  
Harper Price  
Earl Kelley  
Ralph Schroyer  
Walter Reed  
Miss Viola Doyle  
Miss Edith Ergler  
Miss Margaret Stamm  
Mrs. Marie Hare  
Miss Agnes Stehle  
Miss Frances Haggerty  
Charles Fawber  
Elmo Fasic

PHOTOS BY GABLE & CO.



FURNITURE DEPT.

Harry J. Kerlin  
J. Calvin Stiles  
W. C. Ferguson  
Lewis N. Edwards



CARPET AND RUG  
DEPARTMENT

Joseph Thompson  
T. A. Sharbaugh  
Harold Riley  
Miss Alma Neuhart  
W. P. Gwin  
Earl Lotz



DRAPERY DEPT.

Miss Lottie Brotherton  
William Huber  
Philip Rudacille  
(Shade Maker)  
Miss Ruth Killinger  
Miss Margaret W. Marks  
Monroe Wharton  
Miss Mame E. Breslin

PHOTOS. BY GABLE & CO





ENTRANCE TO THE PHOTOGRAPHIC STUDIO.



ROBERT B. GABLE  
MANAGER PHOTOGRAPHIC STUDIO



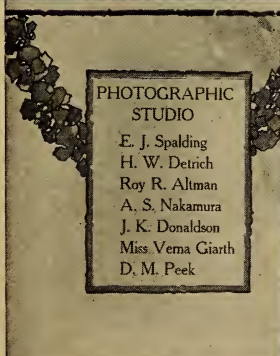
PHOTOGRAPHIC STUDIO RECEPTION ROOM.



THE PHOTOGRAPHIC STUDIO.



CHARLES C. NEFT  
ASSISTANT MANAGER PHOTOGRAPHIC STUDIO



PHOTOGRAPHIC  
STUDIO  
E. J. Spalding  
H. W. Detrich  
Roy R. Altman  
A. S. Nakamura  
J. K. Donaldson  
Miss Verna Giarth  
D. M. Peek

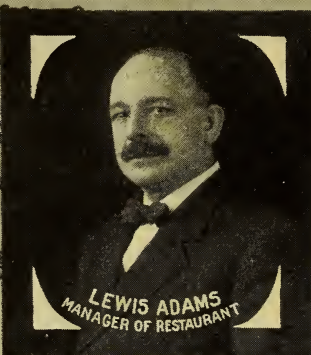


PHOTOS BY GABLE & CO.



# RESTAURANT EMPLOYEES

Miss Ethel Steele  
Miss Mary Healey  
Miss Anna Flanagan  
Miss Clementine Smithmyer  
Mrs. Johanna Vondran  
Miss Frances Schreiner  
Miss Pearl Ott  
Miss Helen Steele  
Miss Mary Shoenfelt  
Miss Jennie Dengler  
Miss Lillian Young  
Miss Marie Hammond  
Miss Helen McFalls  
Miss Kate Brunhuber  
Miss Catherine Achatz  
Mrs. Lena Wagner  
Miss Martha Benton  
Miss Helen McIntosh  
J. P. Resig  
Mrs. John Bath  
Miss Anna Morning  
Dessie Schermerhorn  
Miss Regina McHugh  
Miss Belle French  
Miss Elizabeth Kunsman  
Miss Pearl Shoff  
Miss Julia Dunegan  
William Glasgow  
Maxwell Schroyer



LEWIS ADAMS  
MANAGER OF RESTAURANT



PHOTOS BY GABLE & CO.

# STORE MESSENGERS

Homer Replogle  
Ralph McConnell  
Archie Landrus  
John Shute  
Walter Roth  
Francis Clark  
James Hickey  
Paul Hayward  
Sidney Koch  
Charles Fawber  
George Grassmyer  
William States  
Albert Holland  
Arthur Burket  
John Hess  
C. A. Arthurs  
Charles Herr  
Glen Streightiff  
William Fischer  
George Neiman



CANDY DEPT.

Miss Kathryn Shiffler  
Miss Ruth Powell  
Spencer Orange  
Miss Catherine Arturs



HOUSEFURNISHINGS  
DEPARTMENT

Miss Emma Raichle  
Miss Mae Gorsuch  
Russel F. Lightner  
Miss Mary Embick  
Miss Esther Warner  
Francis S. Clark  
Harry Bumbaugh  
Miss Mary Ward  
Miss Mary Harrison  
Miss Daisey Lathero  
Miss Priscilla Byrne  
E. G. Kelly  
Miss Mary Lucas  
Paul Mackey

PHOTOS. BY GABLE & CO.





G.W. Cross,  
Fireman.



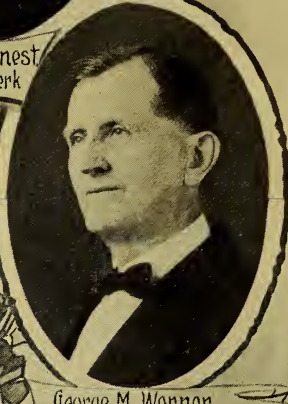
Thomas I. Ernest,  
Shipping Clerk.



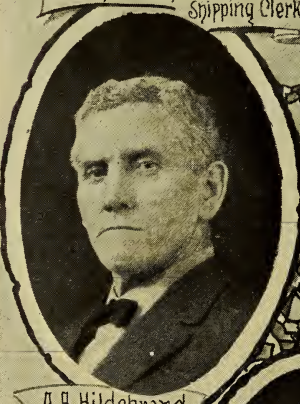
D.J. Schlemmer, Assistant  
Shipping Clerk.



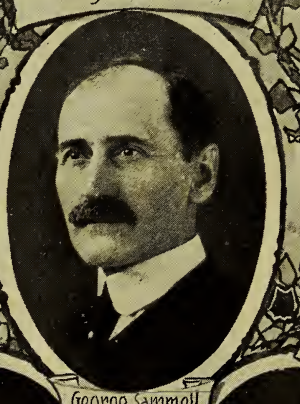
Blair K. Myers, Store Mechanic



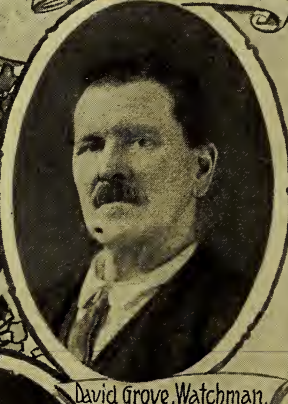
George M. Werner,  
Picture Frame Maker



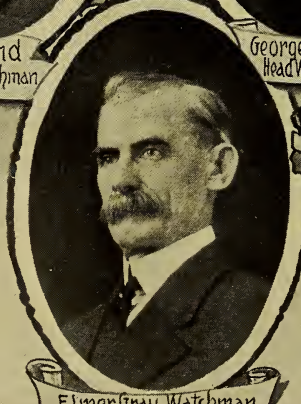
A.A. Hildebrand  
Watchman



George Sammell  
Head Watchman



David Grove, Watchman.



Elmer Gray, Watchman.



D.A. Wyerman, Watchman.

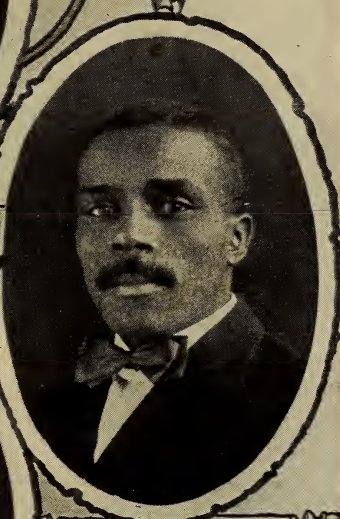




Miss Mabel Brown, Matron.



Albert Jackson, Porter.



A. E. Carr, Porter.



Mrs. Ella Jackson, Matron.



Lewis Tillery, Porter.



Eugene Alexander, Elevator Man.

PHOTOS. BY GABLE & CO.





DEPARTMENT OF DRESS GOODS & SILKS.  
SECOND FLOOR.



MILLINERY DEPARTMENT.  
SECOND FLOOR.



INFANTS' WEAR DEPARTMENT.  
SECOND FLOOR.

PHOTOS. BY GABLE & CO.



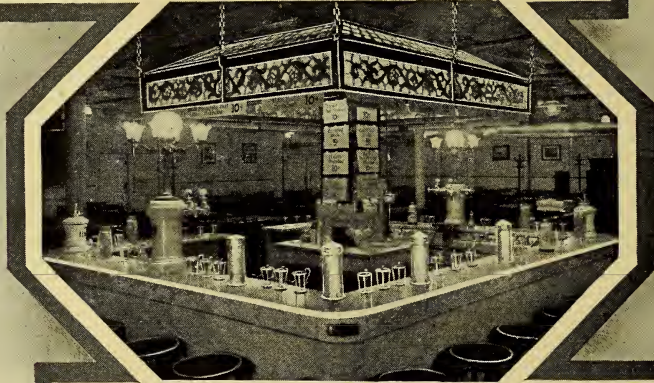
A Portion of The Cloak and Suit Department



Centre — The Women's Glove Department, Finest in Interior Pennsylvania  
Lower Picture Shows a General View of The Main Floor, Looking Towards Fourteenth Street



A Section of The Beautiful Drapery Department



Centre—The Soda Fountain and Restaurant  
Lower Picture Shows a Partial View of Our Large Carpet and Rug Department



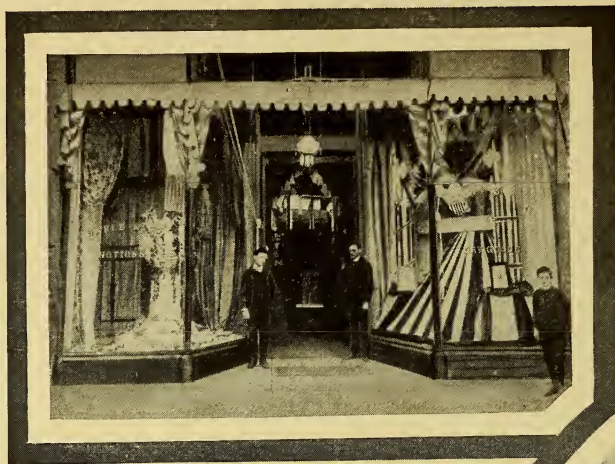
View of a Portion of Altoona's Best Furniture Department



The Centre Picture Shows a Portion of The China Section  
In The Lower View We Show Part of Our Splendid Grocery Department



# A Picture Story of the Thirty Years



The Store in 1884—Thirty Years Ago

Preparations were completed which led to the erection of a modern three story building at 1320-22 Eleventh Avenue (pictured in the upper right hand corner). The new home was occupied December 8th, 1892, the stock of goods being moved the night before, on baggage trucks, and the new store opened the following morning without a particle of interruption to business.

At this time, there were only 42 employees—today the business requires the services of 375 to 500 employees.



One Annex Added in 1898, Another in 1900

On March 1, 1884, the store was on Eleventh Avenue, occupying a space of about 20 feet wide. It was on a very small scale, the force of salesmen was small, and the people, while the average department store was shown in the entire store, it was not a very large one.

The business soon out-grew this small store. In the year the store was moved into larger quarters (shown at the left) where it continued to grow and expand. It was necessary to provide a new and larger building.



## The Home of Gable

This great modern department store building on Eleventh Avenue, extending back 200 feet, contains approximately 130,000 square feet of space, just about three acres. There are also 250,000 square feet of space for the display of goods. Goods are displayed in an up-to-date manner, and of the day and night, an opportunity is given to see the goods on sale in the forty or more departments of the store.

This is decidedly a Store of People. People, visitor and buyer alike are given the same care.



# Years' Growth of the People's Store

was opened in a small room at 1300 of about 20x40 ft. in size. The beginning of that time numbering but ten or twelve sales- at of the present store contains more goods on the Opening Day, thirty years ago. is small room, and in the Fall of the same r quarters on Eleventh Avenue (pictured ow at such a rapid pace, that in 1892 and larger home.



## Gable & Co., 1914

e building has a frontage of 175 feet 20 feet to an alley and, together with y 130,000 square feet of floor space— : 250 feet of show windows in which anner, giving the passerby at all hours see representative lines of the goods s of the big store. People, for every one is welcome, and ne careful attention.



The New Store Home, Occupied Dec. 8, 1892

This new building was the largest, most modern, and by far the best constructed building of its kind erected in Altoona up to that time.

As shown in the different pictures, additions were made from time to time as the growth of the business demanded more space until the Store Home has grown into the magnificent four story and basement building, shown in the center picture.



Still Another Addition Was Made in 1902





Photo by Gable & Co.

## *Our New Modern Sanitary Kitchen*

When plans were being made for the latest addition on the Fourteenth Street side of our building, we included specifications for a new kitchen for our restaurant and determined that everything pertaining to it should be strictly sanitary as well as modern in every detail.

As a result we now have a kitchen that cannot be excelled anywhere for cleanliness and modern, up-to-date methods of preparing food. As a first means of sanitation we had the walls and ceiling cemented and then finished with a heavy coating of white enamel. The floor is what is known as a Mineral Floor which is not only strictly sanitary but is superior to cement and has a resiliency that makes it more comfortable to walk on.

A modern Sturtevant Ventilating System, operated by a 15 horse power motor, was installed and which changes the air every four minutes, the foul air being carried into a 4x4 foot stack, which extends to the roof of the building.

A modern Refrigerator with opal glass lining, the most sanitary refrigerator that can be had, is used for storing meats, vegetables, etc. It has an ice capacity of 1,000 pounds. The cooking is done on a large Range of the latest type specially made for natural gas and over which a canopy is suspended to collect all odors, which are carried direct to the ventilator. Connected with the range is a modern, natural gas Broiler.

A large, 10 foot Steam Table keeps the meats, vegetables, etc., good and hot, ready to be served to our patrons. A triple set of Coffee Urns, of the latest type, with 20 gallon capacity, heavily nickel plated, provide delicious coffee that cannot be excelled.

The Baking Oven is of the latest type and is heated by natural gas. All pastries, etc., on sale and served in the restaurant, are baked in this oven. The baking is all done under daylight, brought into the kitchen through prisms laid in the sidewalk on Fourteenth street. Three Cabinets made of galvanized iron, one of which is steam heated, provide space for storing the dishes and glasses.

Sandwiches and other prepared foods are kept in good condition in metal cabinets.

A modern Blakeslee Dish Washer enables us to wash the dishes in a thorough manner, at the rate of 4,000 pieces per hour. The dishes are placed on a rack, suspended by a chain over the washer and dropped into one tank where the water is kept in motion by an electric blower; after having been thoroughly cleansed the rack is placed in another tank of boiling water for rinsing. Thus the dishes are thoroughly washed and cleansed, without the use of dish cloths or being washed by hand. A separate table is provided for washing and polishing the glasses. All glasses used at the Soda Fountain are washed here also.

In arranging the Kitchen we made an effort to have every piece of equipment made of metal, in order to make it as sanitary as possible. Twenty-seven tungsten electric lamps make it practically as light as day. An Elevator Shaft has been provided to bring all supplies direct from the street to the kitchen and refrigerators.

With the completion of the New Kitchen and enlargement of the Dining Room, we are enabled to make our here-to-fore excellent restaurant service much better and we invite you to come and see how well prepared we are to serve you now.

Our patrons are invited to inspect our new kitchen.

## *A Few Historical Facts About The Store*

This is the 30th Anniversary of the William F. Gable & Co., Store and on the preceding pages we have presented many interesting pictures that give you much information in regard to the store and its employes. We are now going to mention a little store history, giving facts as remembered by our store historian, William B. Parker, and which we thought would be of interest to our patrons. Mr. Parker has been with the store almost continuously since 1887.

When the new store of Gable & Co., was opened March 1, 1884, the Altoona of that time was far different from the splendid city that is here on the store's 30th Anniversary. Then it contained just about one third of its present population. Instead of its miles of well paved streets, the lone block on Eleventh avenue between Twelfth and Thirteenth streets was the only bit of paving the city could boast of. The remainder of the streets, not even excepting Eleventh avenue, were ordinary mud roads and it was no uncommon sight even on Eleventh avenue, to see wagons stalled hub deep in the mud. Instead of our present well lighted streets, there were only small gasoline lamps every here and there, which gave a very uncertain light to the pedestrian who found it necessary to be out after nightfall. There were no trolley cars at that time, simply the old horse cars which traveled a route extending from Chestnut avenue and First street to and over the Seventeenth street bridge to Eighth avenue and down to Fourth street. Instead of the excellent transportation service we now have both night and day, one often had a long wait before the means of transportation would arrive and instead of being able to go from one side of the city to the other at all hours of the night, the last chance to ride from the west to the east side was at 9.30 p. m., as the last car left the turnout at Eleventh avenue and Eleventh street at that hour.

In 1884, gas was the most up-to-date method of illumination, but there were more people using kerosene lamps than gas. In the Fall of 1886, the Edison Company, now the Penn Central Light and Power Co., established the first electric light system, although the Pennsylvania Railroad Company had been using electric light for certain portions of its plant, before that time.

By comparing the Altoona of today, about which we give much interesting data in the latter part of this booklet, with the Altoona of 30 years ago as described in the above brief sketch, one can see the wonderful advancements that have been made in this comparatively short time. But the People's Store has advanced even more rapidly, both in size and its ability to serve its ever increasing clientele with entire satisfaction to each customer. However, the one important feature of giving satisfaction with every transaction, which was the foundation stone upon which the business was started, is still the same today.

Thirty years ago there were but ten or twelve clerks in the little store at 1300 Eleventh avenue, today there are 375 to 500 employes according to the season. The number was gradually increased until in September, 1887, there were eighteen clerks, 2 cashiers, one floor manager and three cash boys. After 26½ years there remain of this force, Miss Anna A. Plank, Miss Annie M. Hill, H. King MacFarlane, the latter having been one of the three cash boys, Jesse M. Fay and William B. Parker. At that time the cash boys attended to all messenger service in the store, such as passing customer's pur-



chases from counter to counter, etc., delivered all of the packages and, after the store was closed, swept the floor. For delivering the goods purchased by our customers it is now necessary to provide a delivery department consisting of fourteen horses, ten wagons and sixteen employes, while it requires the services of five men working continuously from the time the store closes until it opens the next morning, to clean up the floors of the present store and get them ready for the next day's business.

When, in 1892, it was found necessary to erect a new and larger home for the store, ground was bought and a building constructed at 1320-22 Eleventh avenue. When the store was moved to its new home on the night of December 7, there were just forty-two employes to go from the old store home to the new. Of that number there are ten remaining in the store service, which is nearly 25 per cent of the entire force—a fact that is considered by many people, as being quite a compliment alike to employer and employe. In addition to those mentioned on the preceding page, the ten employes include, J. George Anspach, Miss Eleanor McKerihan, Blair K. Myers, Howard M. Fleck and Miss Cora Jackson.

At this time, 1892, the new building consisted of two floors and basement, 50x120 ft. and a third floor 50x50 ft. In 1898 a 25x120 ft. addition was made to the west of the main building; in 1900 another 25x120 ft. addition was added to the east of the main building. In 1902 another 25x120 ft. was added to the west, but the old buildings were allowed to stand and used temporarily until 1906 when a new structure was built and the third floor extended back to the alley. In 1910 a new building 50x90 ft. was added at the corner of Fourteenth street and a fourth floor extended over the entire group of buildings fronting 175 ft. on Eleventh avenue. In this same year a three story warehouse, 50x90 ft. was built on Twelfth avenue and connected to the main store by a tunnel and overhead bridge. In 1913 still another addition 30x50 ft. was added to the rear of the Fourteenth street front, giving the complete store a frontage of 175 ft. on Eleventh avenue by 120 ft. on Fourteenth street, embracing four floors and basement—practically three acres of floor space, counting warehouses, etc.

The goods we offer our patrons are gathered from every market of the world and are of the very best grades it is possible to secure. Buying, as we do, in large quantities in connection with fifteen other big stores, we secure advantage of many price concessions that mean savings for our patrons that other stores cannot offer. We have a permanent buying organization in New York City and connections in Paris and other Continental cities, which enable us to bring to our customers the new styles as soon as they appear.

## *The Gable & Co. "Quarter Century Club"*

This unique organization was formed a few years ago and all employes, as they round out 25 years in the store's service are entitled to membership. It was established in order to show, in a marked manner the firm's appreciation of the faithfulness of those employes who by such a long term of service, show true loyalty to the store's interests. Upon the completion of 25 years in the employe of the firm, each member of the Quarter Century Club is presented with a gift of \$100 in gold. The present members of the Quarter Century Club include Miss Anna A. Plank, Miss Annie M. Hill, H. King MacFarlane and Jesse M. Fay.





## *Brief Facts About The People's Store*

There are forty-five or more Separate Departments, each a complete store in itself.

From 375 to 500 people are employed, according to the requirements of the season.

The latest model in Cable Cash Carriers, operated by electricity, is installed to transfer money to the cashiers

and quickly return change to the customers. Ninety stations are in operation.

Ten Delivery Wagons are required to transfer the customers' purchases to their homes in Altoona and surrounding towns.

A modern system of steam heat keeps the entire building comfortable on the coldest day of mid-winter, while the many windows and doors allow a free circulation of air to keep the summer heat to a minimum.

It is located on Eleventh avenue, just one and one-half blocks from the P. R. R. Passenger Station, and trolley lines from all parts of the city and suburbs pass its doors.

The One Price System that enables everyone to buy at the same price, is strictly enforced.

Its prices are the "Lowest East or West of the Alleghanies"—one reason why the store has grown so rapidly in the 30 years of its existence.

It is a homelike store and visitors are always welcome, regardless of whether they come to buy or simply to see the goods.

It is protected from fire by a Modern Overhead Sprinkler System that renders the entire building practically fireproof.

Is equipped with a first-class modern electric elevator.

Buying for cash and selling for cash, has, in a large measure, contributed to the wonderful success of this "Store of the People" since its inauguration, thirty years ago.

## *Our New Photographic Studio*

It is the largest between New York and Chicago. During the daytime daylight is used to make the sittings—the sky-light being 18x11 ft., and is the largest in the city. At night tungsten and nitrogen electric lights are used—thus doing away with the undesirable flash. The dark rooms and finishing rooms are equipped with the very latest photographic apparatus; large slate sinks and tanks are used instead of the ordinary wooden ones, and the floors are all of rubber cement. The Studio equipment includes three of the largest and latest model portrait cameras, which make three sittings possible at one time.

The Commercial Photographic Department is equipped and ready to make pictures at a moment's notice—the equipment includes View, Banquet, Graflex and Cirkut cameras, and the latest smokeless flash light apparatus, so that pictures can be made "any size, any place, any time."





#### DELIVERY DEPT.

J. Frank Dunkle  
Stanley Moore  
George Burley  
Malcolm Housel



#### DRIVERS

Regis Weakland  
Earl Lykens  
George Shultzberger  
Paul Cherry  
Ira Parsons  
Roy Woessner  
Ralph Creighton  
George Bunn  
Baker Reed  
Earl Neiman  
Charles Campbell



PHOTOS. BY GABLE & CO.

J. L. Staddon  
Engraver

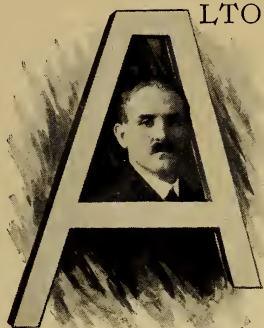
### *The People's Store Delivery Department, 1914*

Thirty years ago it consisted of three cash boys and a push cart. The faithful "helpers" in the centre group see that your purchases reach your homes promptly.



# A Brief History of Altoona

*Written Specially for Gable & Co.'s Thirtieth  
Anniversary by Harry L. Johnston*



ALTOONA, PA., is one of the most unique cities in the United States. Altoona is a city of workers, where there is neither the very rich nor the very poor; a city of homes and home owners; a city of railroad shops, and rolling stock and motive power; a city of ideas and ideals; a city of stability and dependability; a city of progress and of expansion; a city of promise, with confidence in itself and faith in the future; a city without hate, without fear; a city where people live and laugh and labor and love.

Altoona has a romantic location, on gently sloping hills, at the base of the Alleghany mountains. On every hand the mountaintops kiss the azure of the sky by day and meet the stars by night.

Altoona lies at the head of the picturesque Logan valley or Tuckahoe valley, as it was commonly called in the pioneer days, and is elevated 1168 feet above tide. It is situated about thirty miles from the geographical centre of Pennsylvania.

The city derives its name from the liquid and expressive Cherokee word, "Allatoona," literally "high lands of great value." The name was bestowed by Archibald Wright, of Philadelphia, long a resident of the Cherokee country in Georgia, and an admirer of the musical names of that Indian language.

Some writers have stated that the name was derived from the Latin word *altus* or the French word *alto*, but J. Simpson Africa, in his history of Huntingdon and Blair counties, gives the Cherokee derivation on the authority of the person who bestowed the name, Mr. Wright. Strickland Kneass suggested that the name was too long and it was shortened, by omitting the second syllable, "la," to Altoona.

In 1849 Altoona was part farm, part wilderness and largely swamp. Indeed, there were three farms, owned respectively by William Loudon, David Robison and Andrew Green.

Robison owned the middle farm on which the original village was laid out in that year. It came into his possession ten years earlier. It contained 223 acres and included that portion of the city now extending from Fourth to Fourteenth avenues and from Eleventh to Sixteenth streets.

Archibald Wright purchased the Robison farm, through Mr. Cadwallader, but he subsequently presented it to his son, John A. Wright, after whom the public school in the Third ward was named.

Robison lived in a farm house built of logs, which was erected near where the Logan House now stands. Mr. Wright had ascertained that he would be willing to accept \$6,000 for his farm. On the day when Mr. Cadwallader arrived to close the deal, Robison was butchering. While the negotiations were pending a letter dropped from Mr. Cadwallader's pocket. This letter authorized the bearer to pay \$10,000 for the farm, rather than permit the deal to fall through. It was picked up by Mrs. Robison, and, like a good wife, she acquainted her husband with its contents, with the result that Mr. Cadwallader was forced to yield to the demand for \$10,000, instead of getting the farm for \$6,000.

Andrew Green owned the farm lying east of Eleventh street and much of it was covered with virgin timber. After Altoona was laid out he con-



cluded to start a rival city, which he called Greensburg. He foolishly declined to make the streets of his town conform to the general plan of Altoona, which is responsible for the unsightly and inconvenient offset in the avenues at Eleventh street, between Eleventh and Sixteenth avenues.

William Loudon owned the farm west of Sixteenth street, which he purchased from Eli Hastings in 1838 and occupied a year later. It contained 204 acres. The homestead, the usual log house, stood near where the Eighteenth street culvert passes under the main line of the Pennsylvania railroad. When he learned that the new railroad company intended to locate its shops here he laid out a portion of the tract in lots.

It is said that the officials of the Pennsylvania railroad really preferred Hollidaysburg as its headquarters at the foot of the eastern slope of the Alleghanies, but that the property owners there demanded prohibitive prices for their land, so another site was sought. Hollidaysburg at that time was a flourishing community and had been for some years by reason of the canal. It was also the county seat and is yet.

Mr. Wright encouraged the railroad to locate its shops and offices in Altoona by donating thirty-five acres of the Robison farm to the company. In truth, he may have been the agent of the company in buying the farm. At all events the railroad accepted the gift and Mr. Wright appointed Clement Jaggard his representative to sell off the remainder of the farm in lots. Mr. Jaggard became one of the new town's most important men. The Jaggard mansion, erected on Sixth avenue, between Fourteenth and Fifteenth streets, years afterwards, stood in a grove which many hoped the city would buy for a park. The High School now occupies a portion of the plot. Feb. 18, 1914, the Altoona school board authorized the purchase of three additional lots fronting on Sixth avenue, including the old mansion, and the estate donated a lot 50x120 feet on Fifth avenue.

Feminine appellatives were bestowed upon the streets of Altoona as originally plotted. After the village had been laid out by John A. Wright, a number of civil engineers and others held a little celebration. Mr. Wright was asked if he had yet named the streets. He said that he had not. Whereupon they proposed to name them after their sweethearts, which proposition met with favor. And thus it was that the streets came to be called Virginia, Emma, Harriet, Adeline, Rebecca, etc., which included the names of several of Mr. Wright's family.

The original street names and their present designations follow:

Present Name	Former Name
Fourth avenue	Elizabeth street
Fifth avenue	Rebecca street
Sixth avenue	Helen street
Seventh avenue	Adeline street
Eighth avenue	Harriet street
Ninth avenue	Branch street
Tenth avenue	Main street
Eleventh avenue	Virginia street
Twelfth avenue	Emma street
Thirteenth avenue	Claudia street
Fourteenth avenue	Mary street
Eleventh street	Katherine street
Twelfth street	Annie street
Thirteenth street	Julia street
Fourteenth street	Caroline street
Fifteenth street	Clara street

The first building erected on the original site of Altoona after Mr. Wright came into possession of the property, was a frame structure for the use of Strickland Kneass and the surveyors of the railroad. It was used as an engineers' office and was located near the railroad, probably at what is now Tenth avenue and Twelfth street.

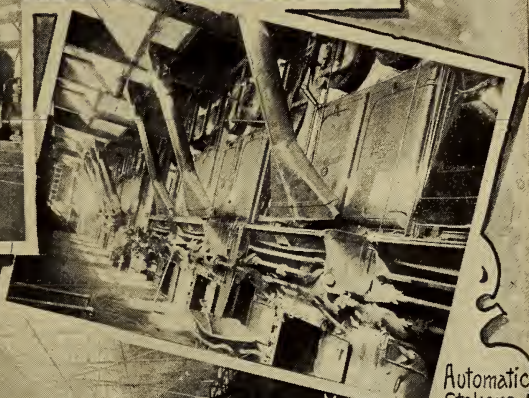
But in the immediate vicinity, indeed in what is now included within



Car Wheels made at the South Altoona P.R.R. Foundries. Capacity 900 wheels per day. Most modern Foundries in the Country.



P.R.R. 12<sup>th</sup> Street Shops.  
Lathes.  
"Dressing up"  
Driving Wheels for  
the passenger and  
Freight Engines



Automatic  
Stokers  
installed in Power  
Plant at P.R.R.  
South Altoona  
Foundries.  
These Stokers  
feed 50 tons  
of coal per day  
to the boilers,  
but one Man can  
keep them supplied  
with fuel

Portion of the P.R.R. Soft Iron Foundry  
At South Altoona. Most modern Foundry in the  
Country



Portion of  
Machine Shop  
at 12<sup>th</sup> Street  
Shops P.R.R.

Core Room  
South Altoona, P.R.R.  
Foundries.



the boundaries of the present city, were several other buildings. As early as 1825 John McCartney, a native of Franklin county, was living in a cabin which he built on what is now the Cricket field at Chestnut avenue and Seventh street. Much of his time was spent in clearing what later became the Seventh ward of the timber and converting the land into a farm. In 1828 he married Charlotte Christman, daughter of Abraham and Elizabeth Christman, and moved on the farm, where eight children were born to them. When the city outgrew its original lines, he laid out the farm in lots, and established the suburb of McCartneyville, subsequently known as Logantown. His eldest daughter, in 1851, married John A. Smith, venerable and respected citizen, living today (1914), and they settled on the northwest side of the city.

Altoona grew slowly at first. Prospective inhabitants awaited developments. John B. Westley was the town's first contractor and builder. He erected the first house in the fall of 1849, for the use of Mr. Worrall, an engineer employed by the Pennsylvania railroad, at Eleventh avenue and Fourteenth street. Local histories credit Mr. Westley with building the first house in 1851, on Tenth avenue between Thirteenth and Fourteenth streets, but this is incorrect, although he may have erected a structure there in that year. Prior to 1852 he had erected these other buildings: Residences and storehouse for John Loudon on Eleventh avenue, between Fourteenth and Fifteenth streets, residence for Enos M. Jones at 1406 Eleventh avenue, shop for Thomas Elway, a tailor on Twelfth avenue, dwelling for Joseph Boone, a lumber dealer, on Gospel Hill, house for Henry Eicholtz at Eleventh avenue and Thirteenth street and a house for William Payne on Ninth avenue, between Ninth and Tenth streets. Mr. Westley died at his home, Seventh avenue and Tenth street, April 6, 1900.

The year 1850 is a most memorable one in Altoona's history. It was the year the first train of cars reached the city over the newly constructed Pennsylvania railroad. Oddly enough there does not seem to have been much of a demonstration over the event, epoch-making though it was. Perhaps there were not enough people here then to make much of a fuss.

On Sept. 17, 1850, the first train was run through to Duncansville, which was then the terminus of the Middle division. What is now the Hollidaysburg branch was part of the main line for the time being. The cars crossed the mountain over the Old Portage, which had been used to haul canal boats from Hollidaysburg over the mountain to Johnstown.

On Dec. 10, 1850, the first train ran through Altoona to Pittsburgh. Meantime the present main line over the Alleghanies was being laid out and built. It was used for the first time on Feb. 15, 1854. It was a great engineering feat and gave the famous Horse Shoe Curve to the world.

Altoona was now made the western terminus of the Middle division. Originally the railroad track was laid along Ninth avenue, and the first station established at Ninth avenue and Twelfth street. But the main line was changed to parallel Tenth avenue and the station was moved to Tenth avenue and Thirteenth street. For a time the ticket office and waiting room were in the Logan House. Later a building was erected on the present site of the depot. It sufficed until 1871, when a new station was erected. In its day it was an imposing structure, but it has since been considerably altered.

Enos M. Jones, grandfather of the present state senator, Enos M. Jones, located in Altoona in 1851, purchased the lot at 1406 Eleventh avenue and built a home there. It is still in the family. Mr. Jones was employed by the Pennsylvania Railroad company. Five years after his arrival the lot on which the Brant House now stands was offered for \$250. In 1913 it was sold to the railroad company for \$80,000 including, of course, the present hotel. For some reason the people were rather pessimistic in those early days

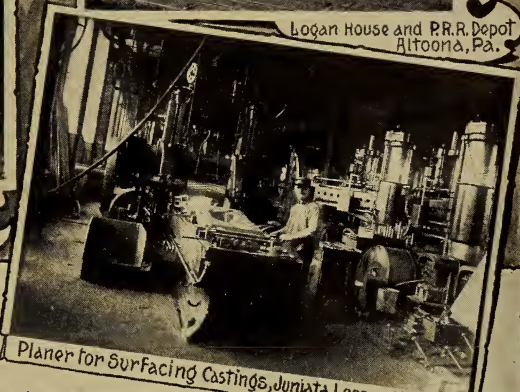




P.R.R. Erecting Shop Number 3 at 12th Street. Showing Engines being dismantled and Rebuilt for use on the Road.



Logan House and P.R.R. Depot Altoona, Pa.

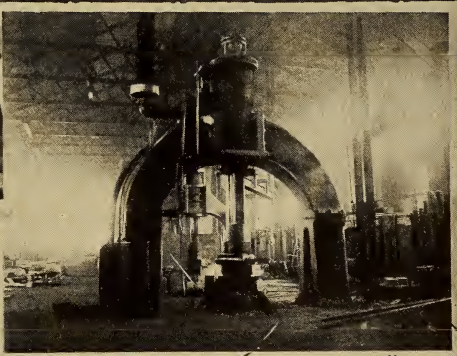


Planer for Surfacing Castings, Juniata Locomotive Shops, P.R.R.



P.R.R. Locomotive Test Plant at 16th St. Showing Locomotive on the tracks ready to be tested, to determine if it still measures up to the P.R.R. Standard.

Class E. 6. S. Latest type P.R.R. Passenger Engine, designed for speed. Built at Juniata Locomotive Shops of the P.R.R. 1914.



Mammoth Steam Hammer Fourth Street Shops, P.R.R.



P.R.R. Paint Shops at 7th Street Showing Modern Method of Painting Cars by Spraying the paints with the use of Hose.





Photo by Gable & Co.

Portion of P. R. R. Classification Yards at East Altoona — Largest in The World

and did not think Altoona had much of a future. Otherwise, they might have bought up the choice lots, held them and amassed fortunes.

In 1851 Altoona consisted of a dozen houses. In addition to those previously named there were Adlum & Irvin's store, Benjamin Figart's store, Dr. Gabriel Thomas' residence, and the Exchange hotel, the latter located on Tenth avenue between Thirteenth and Fourteenth streets. A brick building was in course of erection on Virginia street (Eleventh avenue) for railroad offices.

Few streets had been laid out and none of them was graded. Trees covered the present site of the First National bank. Where the Logan House now stands was a pond in which the boys went swimming in summer. Deer passed through the straggling village in their migrations to and from the "licks."

With the advent of through passenger traffic it became necessary for the railroad company to furnish accommodations for its patrons, so it was decided to erect a hotel here. The Logan House was the result. It was begun in 1854 and rushed to completion the following year. The stone was obtained from the William Bell farm. The hostelry did not extend back to Eleventh avenue as it does now, but it was nevertheless a great building at the time, located in the midst of a wilderness. It attained fame all over the country later, and was the scene of the conference of loyal war governors on Sept. 24 and 25, 1862, at which it was decided to uphold the hands of President Lincoln in the vigorous prosecution of the war. It is said that this conference was one of the most momentous events of the Civil war and that it very largely contributed toward the preservation of the Union of states.

### Establishment of the Railroad Shops.

With the advent of steam transportation it became necessary to establish shops for the manufacture and repair of motive power and rolling stock. Accordingly the Pennsylvania Railroad company began the erection of its original shop unit in 1850 at Twelfth street. It consisted of a two-third



round house, with eight tracks, for storing locomotives. One portion of the building was partitioned off for a paint shop and another for repairing freight cars. A long one-story building contained a locomotive repair shop, machine shop, car shop and foundry. When the road was opened from Philadelphia to Pittsburgh, these constituted all the shops at that time. Today none of the original buildings remains. In their stead, in the same vicinity, have been erected what are known as the Altoona Machine shops, where locomotive repairing is a specialty.

Anticipating the need for expansion, the "lower," or Altoona Car shops were erected below Seventh street. The third unit, the Juniata shops, one of the most complete plants of its kind in the world, was started in 1889. Originally intended to erect 150 locomotives a year, enlargements now give it a capacity of one locomotive a day. Much of the experimental construction is also done at the Juniata shops. Following the completion of the classification yards in 1902-03, what might be termed another shop unit was established with the construction of the mammoth East Altoona round-house, with the necessary departments for repair work. The last great shop unit here is the South Altoona foundries, erected in 1903. It is one of the most modern plants in the country, with a capacity of 900 wheels a day.

These shops contain many departments, include one hundred buildings, and occupy fifty acres of ground space. Their estimated value, including equipment, is \$18,000,000. In normal times between 15,000 and 16,000 persons are employed in the shops, yards and offices. Middle division records show that 2,162,895 cars moved past Denholm in 1913. The number of loaded cars was 1,307,790.

### Incorporation of Altoona.

Altoona became a borough Feb. 6, 1854. The population was 2,000. The first election was held on March 10, 1854, John L. Piper, Herman L. Lombaert, George R. Everson, Jacob Hesser, and Thomas McCauley being chosen to council. George W. Patton was chief burgess. In 1855 Greensburg was taken into the borough. In 1857 a building was erected at Thirteenth avenue and Twelfth street for a lock-up, the second floor of which was used for council meetings.

Altoona became a city on April 3, 1868. The population then was over 8,000. In 1885 two branches of council were established—select and common, one representative from each ward being elected to select and two representatives from each ward to common. Early officials had much to contend with. Many perplexing problems confronted them. Still, these public servants managed pretty well, for they evolved a city out of an overgrown village. And no one was unnecessarily burdened with taxation. Altoona today owns property valued at \$2,500,000, including the water system, with a net bonded indebtedness of \$1,607,556.86. The assessed valuation of property is \$26,232,000, which is probably two-thirds its real value, and the tax rate (city) is 10 mills. Altoona has 36.54 miles of paved streets, nine miles of main and sixty-six miles of lateral sewers, and owns a sewage filtering plant costing \$100,000 and is about to build another worth \$150,000. The death rate for 1913 was 11.71 per thousand of population.

The old order obtained until Monday, Dec. 1, 1913, when the bicameral form of government was superseded by the commission form of government, a body of five men, including the mayor, composing council, and combining both the legislative and executive functions of the government. Hereafter the people will elect the commissioners and they will appoint all the employees of the government, save only the city controller, who is the people's representative to guard the city's expenditures.



Photo by Gable & Co.

Present Board of City Commissioners, 1914

Top: Frank E. Rooney, Ira J. Shelley

Bottom: H. J. Cornman, S. H. Walker, George W. Kuebler

### Burgesses of Altoona.

George W. Patton.....	1854 to 1855
Thomas McCauley .....	1856
James Lowther .....	1857
Enos M. Jones.....	1858 to 1859
W. C. McCormick.....	1860 to 1861
John Allison .....	1862 to 1863
William Leonard .....	1864 to 1865
John Baer .....	3 months in 1866
Henry C. Dern.....	Balance of 1866
Henry Fettingner .....	1867
All are dead.	

### Mayors of Altoona.

*George Potts.....	1868 to 1872
David Kinch .....	1872 to 1874
*D. A. Gilland.....	1874 to 1878
Thomas Hurd.....	1878 to 1880
*William T. Howard.....	1880 to 1884
*C. J. Mann.....	1884 to 1886
*S. J. Breth.....	1886 to 1888
*E. H. Turner.....	1888 to 1890
Theo. Burchfield.....	1890 to 1893
S. M. Hoyer.....	1893 to 1896
H. C. Barr.....	1896 to 1899
E. F. Giles.....	1899 to 1902
S. M. Hoyer.....	1902 to 1905
S. H. Walker.....	1905 to 1908
S. M. Hoyer.....	1908 to 1911
S. H. Walker.....	1911 to date

\*Deceased.



## Commissioners of Altoona.

S. H. Walker, mayor, director of Public Affairs; Ira J. Shelley, vice mayor, director of Accounts and Finance; George W. Kuebler, director of Public Safety; Frank E. Rooney, director of Streets and Public Improvements; H. J. Cornman, director of Parks and Public Property.

The terms of all expire on first Monday of January, 1916.

## Formation of Blair County.

Blair county was erected from portions of Bedford and Huntingdon counties on Feb. 26, 1846, on which date Governor Francis R. Shunk signed the bill, but the formation cannot be said to have been concluded until the following June. The county was named after John Blair, a son of Captain Thomas Blair, soldier in the Revolutionary war, who located in Blair's Gap in 1785. Hollidaysburg was chosen the county seat because it was then the largest town in the county. Governor Shunk appointed these officers to serve until the next election: Associate judges, George R. McFarlane and Daniel McConnell; district attorney, John Cresswell; sheriff, Benjamin Betts; prothonotary and clerk of the courts, Jeremiah Cunningham; register and recorder, John M. Gibboney; commissioners, Valentine Lingenfelter, William Bell and William C. McCormick.

Judge Jeremiah S. Black, later chief justice of the Pennsylvania supreme court, and also attorney general of the United States, held the first term of court on July 27, 1846, in the Methodist church. Forty-nine lawyers were sworn in that day and three more the day following. Oddly enough, the first suit entered was for a divorce—Mary Armstrong vs. John Armstrong, subpoena issued June 23, 1846. The divorce was granted March 25, 1847. The entire costs were \$7.75. Divorces come higher today.

On Oct. 13, 1846, an election was held, these county officials being elected: Sheriff, Samuel J. Royer; prothonotary and clerk of the courts, Joseph Smith; register and recorder, Louis H. Williams; commissioners, John K. Neff, Edward McGraw and William Bell; auditors, Charles E. Kinkead, William P. Dysart and James Wilson; treasurer, Joseph Morrow; coroner, Joseph C. Morgan.

The contract for a court house and jail to be erected on the site of the present court house, was let July 4, 1846, to Daniel K. Ramey, at his bid of \$11,998.50, and both were ready for occupancy in June of the following year. The contract for the present jail was let to Jonathan Rhule in 1868. It cost about \$100,000. Bids for the present court house were advertised Aug. 11, 1875, and twenty-three were received, the contract being let to John Schreiner, of Pittsburgh, for \$100,003. The building was completed July 2, 1877, and was made the occasion of a celebration, at which Judge John Dean delivered the historic address. At a cost of \$242,000, the court house was remodeled and enlarged and it was rededicated Oct. 4, 1907.

Judge Black continued on the bench until April 5, 1849, when the judicial districts were changed, and in the same month George Taylor, of Huntingdon, was appointed president judge of the Twenty-fourth district, to which Blair county belonged. He served until 1851, when the judiciary was made elective. He was chosen for ten years, being re-elected for a second term. He died in 1871.

John Dean, of Hollidaysburg, was his successor, having been elected in October, 1871. He was twice re-elected for ten years each, but in November, 1892, he was elected an associate justice of the Pennsylvania supreme court. He died May 25, 1905.

Hon. A. S. Landis, of Hollidaysburg, was appointed to the vacancy, Jan. 2, 1893, by Governor Robert E. Pattison, and served one year, when he

was succeeded by Martin Bell, also of Hollidaysburg, who was re-elected in 1903. Judge Bell died Jan. 2, 1910.

Governor Edwin S. Stuart appointed Thomas J. Baldrige, of Hollidaysburg, to the vacancy on Jan. 12, 1910. Judge Baldrige was elected for ten years in 1911.

### Associate Judges of Blair County.

George R. McFarlane, appointed June 8, 1846.

David McConnell, appointed June 8, 1846.

George R. McFarlane, appointed March 11, 1847.

Davis Brooke, appointed Jan. 28, 1848.

James Gardner, appointed April 10, 1851.

James Gardner, elected October, 1852.

Levi Slingluff, elected October, 1852.

James D. Rea, appointed July 25, 1854.

James L. Gwin, appointed March, 1855.

David Caldwell, elected October, 1855.

John Penn Jones, elected October, 1855.

Adam Moses, elected October, 1860.

Samuel Dean, elected October, 1860.

Adam Moses, elected October, 1865.

B. F. Rose, elected October, 1865.

George W. Patton, elected October, 1870.

Joseph Irwin, elected October, 1870.

Charles J. Mann, elected October, 1875.

Samuel Smith, elected October, 1875.

Robert Stewart, elected October, 1880.

Robert L. Gamble, elected October, 1880, (Died Sept., 1881.)

Joseph Fichtner, appointed Sept. 18, 1881.

### Gas and Water For Altoona.

The Altoona Gas and Water company was incorporated April 9, 1859, to supply the new town with gas and water, the privilege having been granted by the state legislature by Act of May 2, 1855. The officers were: President, W. H. Wilson; treasurer, William M. Lloyd; secretary, B. F. Rose; managers, John Shoemaker, Enos M. Jones, Charles J. Mann, Rev. A. B. Clarke and George B. Cramer. The Pennsylvania railroad evidently had a joint interest in the water rights, for both the company and the city obtained a supply of water from Pottsgrove, and distributed it from the old reservoir at Fifteenth avenue and Twelfth street. Stockholders in the gas and water company did not have much faith in the future of the city, for they contented themselves with laying 4-inch mains, which were later replaced by 8-inch mains.

Both gas and water were introduced in Altoona on Dec. 15, 1859. Later it was discovered that the old arrangement could not be continued, so the city finally decided to establish its own water system, bought a site at Kittanning Point and in 1871 built a reservoir, simultaneously erecting the Prospect Hill distributing basin. In 1872 the city purchased the water system from the gas and water company for \$20,000, the railroad company took over the Pottsgrove plant and the Altoona Gas company was formed May 8, 1871, retaining the gas portion of the concern.

This was the beginning of Altoona's splendid water plant, which today includes the reservoir, impounding dam and Lake Altoona at Kittanning Point, the Prospect Hill and Oakton distributing basins and a site for a reservoir in Riggle's Gap, together with the water rights of Riggle's Run,



with an aggregate value of \$2,160,500, or more than four-fifths of all the property owned by the city. The capacity of the city reservoirs in gallons is as follows:

Lake Altoona .....	600,000,000
Impounding dam .....	360,000,000
Kittanning Point reservoir.....	65,000,000
Oakton basins .....	6,000,000
Prospect Hill basins.....	10,000,000

Total .....	1,041,000,000
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Lake Altoona has cost the city about \$600,000, but \$300,000 more will be required to complete it, when it will have a capacity of 1,600,000,000 gallons.

The Altoona Gas company continued the old name until 1913, when it adopted the name of the Altoona Gas Light and Fuel company. Gas sells for \$1.20 per thousand cubic feet, with a discount of 10 cents per thousand feet. Natural gas, introduced in 1913, retails at 35 cents per thousand cubic feet.

### Organization of Fire Department.

When Altoona began to assume the aspects of a town, fire protection became a necessity. So in April, 1859, the Good Will Fire company was organized, with Alexander A. Smyth, A. H. Maxwell and A. C. Vauclain as the prime movers. The hand engine of the Good Will company, of Philadelphia, was purchased and arrived here Oct. 22, 1859. There being no water in the town at that time, the celebration was postponed until Dec. 15, 1859, when both water and gas were introduced, and made the occasion of a "big" parade. W. W. Smith and Andrew Kipple, members of the original company, are still living. The Empire Hook and Ladder company was organized Sept. 14, 1866, and purchased a truck, ladders, etc., from the Empire company, of Lancaster. The following year the Pennsylvania Railroad company bought the first steam fire engine for Altoona, and installed it in the car shop yard. The Vigilant Steam Fire Engine company was organized March 26, 1868. Council, having authorized the purchase of two steam fire engines for the Good Will and Vigilant companies, the engines were ordered and arrived July 4, 1868. Subsequently a number of other volunteer companies were organized and there was great rivalry between them to see who could be the first to respond to the fire alarm. The volunteer department continued in service until 1895, when the agitation for paid fire fighters culminated in the organization of the present department on May 1, of that year, with J. N. Tillard, as the first chief. In 1896 Mr. Tillard was succeeded by William P. Pimlott, who served six years, when Theodore W. Allemann was appointed chief by Mayor S. M. Hoyer, and is still in the service. H. C. Graybill is assistant chief. The department consists of six engines, two hose and one chemical company (including two Pennsylvania railroad companies), and two truck companies. All told there are seventy men in the department, not counting the firemen paid by the railroad company.

### Establishment of Street Car Service.

Street car service was established in Altoona July 4, 1882, by the City Passenger Railway company, of which John P. Levan was president. The line extended from First street up Chestnut avenue to Eleventh street, to Eleventh avenue to Bridge street to Seventeenth street to Eighth avenue to Fourth street. It cost \$35,000 to build and \$10,000 to equip with six cars and thirty horses. July 4, 1891, the road was electrified. In 1892 the Altoona and Logan Valley Electric Railway company was formed to construct a line



Altoona High School. Erected 1905-6

Photo Made From Architect's Drawing by Gable & Co.

to Hollidaysburg, and service was established June 23, 1893. The following year a line was built to Bellwood and opened July 1, 1894. Tyrone people financed a trolley line between Tyrone and Bellwood, and subsequently sold it to the American Street Railways company, which, in 1901, had acquired the City Passenger and Logan Valley companies. All the lines were placed under one local management. The system now consists of eleven branches, with fifty-two miles of tracks and has 400 employes. S. S. Crane, of Altoona, is the general manager and operating head. J. J. Sullivan, of Philadelphia, is president of the American Railways company.

### The Schools of Altoona.

The public school preceded the church in what is now Altoona. In 1815—almost a century ago—a log school house was erected at what is now the southeast corner of Fourth avenue and Twenty-fourth street, in the midst of the primeval forest. It was known at first as Beale's school, but later its name was changed to Black Oak Ridge school. Fine spring days some of the boys would play "hookey" and fish in the stream that then ran through what is now the Sixth ward. This building served until the Union school was established, in 1838, at what is now Union avenue and Sixteenth street. Barton Hastings was the first teacher in the new building. He taught spelling, reading, writing and arithmetic. In 1854, the year Altoona became a borough, the county superintendency was established. John Rutherford was the only applicant for teacher in Altoona. He got the job.

A one-story school house was erected in 1855 at Seventh avenue and Fifteenth street for about \$1,000, and John Rutherford chosen teacher of the boys and Miss Cordelia White teacher of the girls. The pupils numbered 158. During the same summer the second building was erected at Fourteenth





Government Building and Postoffice, Chestnut Ave. and Eleventh St.

Photo by Gable & Co.

avenue and Thirteenth street. Thus began Altoona's public school plant. When the city was incorporated, in 1868, there were seven school houses and ten school rooms. In 1914 the school buildings number seventeen, including the High and Central Grammar schools, and there are 178 rooms in the grade schools. There are 240 teachers employed. The value of the school property owned by the district is estimated at \$1,094,900. The enrollment is 7,995, and the annual cost per pupil is \$21.96.

The office of city superintendent was established in 1869, and only four men have held the position, as follows: Professor John Miller, who died Sept. 3, 1875; Professor D. S. Keith, who served thirty-one years, or until 1905; Professor H. J. Wightman, who served until 1908, when Professor Henry H. Baish was chosen and still holds the office.

All that is now known of the first school board is that Thomas K. Burchinell was the first president. Minutes of the early meetings have been lost, and the first board of which there is any record is the one in 1867, when the members were: J. L. Reifsnider, president; J. H. Dysart, R. A. O. Kerr, A. J. Kelley, H. W. Snyder and R. P. Johnston.

The present board is composed of William F. Eberle, president; M. H. Canan, J. D. Hicks, D. S. Keith, A. S. Stayer, M. D., W. E. McKee, J. S. Fleck, Thomas G. Magee and F. A. Bell.

Rev. John Tuigg established the first parochial school in 1853, with Mary Levi as teacher. Today there are seven parochial schools, with fifty-eight rooms, and an enrollment of almost 3,000.

### Altoona Postoffice and Postmasters.

Robert McNamara was the first postmaster in this vicinity, having been appointed Nov. 11, 1817. The office was then in Collinsville, Huntingdon county. He was succeeded, Aug. 3, 1830, by David Y. Hileman, who held the job just two months, when McNamara took it back. McNamara was then in turn followed by these postmasters on the dates given: Esther Deulenger, March 18, 1834; Michael Hileman, April 25, 1835; Benjamin Figart, March 24, 1846; George Boozel, Dec. 21, 1848.

On Nov. 1, 1850, George C. Ferree was appointed and the office moved to Altoona. After Thomas Elway was appointed on June 29, 1852, he moved the office to 1402 Twelfth avenue, and after Henry A. Sellers was appointed May 21, 1853, he moved the office to 1408 Eleventh avenue. John Shoemaker was appointed Sept. 20, 1856, and located the office in the old Masonic temple, now the Hotel Bingham, 1012 Twelfth street. Jan. 7, 1861, the office was made a presidential appointment, and Shoemaker re-appointed on that date. George W. Patton was appointed May 6, 1861, and established the office on the site of William F. Gable & Co.'s present store, but soon afterwards reoccupied the old Masonic temple, where the position of postmaster was successfully filled by the following gentlemen: Frank B. Stewart, April 5, 1869; T. B. Patton, Feb. 8, 1877; (resigned, May, 1891); Albert P. McDonald, May, 1891; (died Nov. 22, 1895); Reamer Hoke, (acting), Nov. 22, 1895; Hambleton P. Wilson, Feb. 1, 1896. During Mr. Wilson's incumbency the new postoffice building at Chestnut avenue and Eleventh street was begun March 7, 1901, and occupied Sept. 30, 1902. George Fox was appointed postmaster March 1, 1905, and Ellsworth F. Giles May 20, 1913.

The steady growth of the office is shown by the increasing receipts during the past thirteen years:

Year	Receipts
1900 .....	\$ 48,550 18
1901 .....	51,878 13
1902 .....	54,925 91
1903 .....	68,019 53
1904 .....	73,491 43
1905 .....	79,330 76
1906 .....	86,979 23
1907 .....	93,623 60
1908 .....	95,443 40
1909 .....	98,718 57
1910 .....	106,030 06
1911 .....	109,700 21
1912 .....	112,710 68
1913 .....	116,161 80

### Churches of Altoona.

In the old Black Oak Ridge log school house, at what is now Fourth avenue and Twenty-fourth street, was organized, in 1834, the First Lutheran congregation. The school preceded the church, the church antedated the city. Rev. Henry Baker, pioneer divine, was the first pastor, accepting the call in 1846, and for thirty-five years thereafter ministered to his growing flock. The congregation later worshipped in the Union school house, then in Collinsville and eventually bought two lots of ground on Eleventh avenue, above Fourteenth street, where its first church was dedicated in 1854.

Closely following the Lutherans came the First Baptists, early known as the Pleasant Valley Baptist congregation, organized in May, 1842, in the Union school house, with seventeen members.

The Presbyterians held meetings in the Union school house as early as 1841, but the First Presbyterian church was not organized until some time later. The first deed made in the new town, as the records at Hollidaysburg show, was on Feb. 11, 1851, for two lots at the corner of Twelfth avenue and Thirteenth street, to the First Presbyterian church, the price being \$100. A church was built and on Nov. 3, 1851, arrangements were made with the Hollidaysburg Presbyterians for the services of their pastor on alternate Sundays. The church was destroyed by fire in 1855, and in December of that year the lot was sold for \$3,000. The Murray residence now occupies the plot. Later a church was built on Eleventh avenue between Twelfth and Thirteenth streets.



While the United Brethren held services as early as 1844 in this locality it was not until 1851 that the First church was organized and not until 1856 that the site at Eighth avenue and Twelfth street was purchased.

The first mass said in Altoona was at the home of Mrs. Catherine Lynch, so history records. Prior to 1852 occasionally services were held by Catholics. In that year St. John's Catholic church was organized and two lots at the present Thirteenth avenue site purchased. In 1854 Rev. (later Bishop) John Tuigg was installed as rector. The present church was dedicated in 1875.

The Methodists were among the earliest residents and met with some regularity as early as 1850, but it was not until 1853 that a separate charge was formed and became the First Methodist Episcopal church.

Altoona has always been a very religious community. Members of congregations have contributed liberally towards the erection of handsome houses of worship. The congregations at present include: Baptists, 4; Brethren, 2; Catholic, 7; Church of God, 3; Episcopal, 1, (and a mission); Evangelical, 2; Hebrew, 2; Lutheran, 8; Methodist, 9, (and an Italian mission); Presbyterian, 5; United Presbyterian, 2; Reformed, 4; United Brethren, 3; and one each of the following: Church of Christ, Disciple, Christian and Missionary Alliance, Christian Science, International Bible Students, Mennonite Gospel mission, Union Pentecostal, Seventh Day Adventist, First Church of Christ, Salvation Army and Gospel Workers.

### Altoona's Financial Institutions.

Altoona's first banking institution was established by Bell, Johnston, Jack & Co. In 1857-58 William M. Lloyd, who had been a member of the firm, absorbed the interests of the other three and reorganized the bank as William M. Lloyd & Co., which went out of business during the 1873 panic.

In 1863 the First National bank was organized, capital \$150,000. It was followed in 1870 by the Mechanics' Savings bank, now the Union bank, capital \$125,000; in 1872 by the Altoona bank, now the Central Trust Company, capital \$250,000; in 1882 by the Second National, capital \$100,000; in 1901 by the Altoona Trust company, capital \$250,000; and in 1905 by the Mountain City Trust company, capital \$250,000.

The bank clearances for last year, 1913, follow:

Month	Amount
January .....	\$ 2,469,822 02
February .....	1,999,010 91
March .....	2,425,882 92
April .....	2,559,214 32
May .....	2,444,075 66
June .....	2,493,163 61
July .....	2,765,184 12
August .....	2,404,335 02
September .....	2,611,656 81
October .....	2,793,318 51
November .....	2,608,519 58
December .....	2,707,464 78
Total .....	\$30,281,648 26

The resources of Altoona's six banks and trust companies total in round figures \$9,500,000. The deposits total in round figures \$7,450,000. The bank clearances above referred to do not include the annual payroll of the Pennsylvania railroad, nor the amount spent for raw material used in the railroad shops.

In addition to its banks, Altoona has thirty-two building and loan associations, each with a capital of \$1,000,000, and with assets close to \$6,000,000.

### Pioneer Business and Professional Men.

In 1849 Bernard Kerr opened a store in a log house on Tenth avenue.



Photo by Gable & Co.

The same year Adlum & Irvin began merchandising. Aug. 10, 1850, John Loudon established a store at Eleventh avenue and Fourteenth street, and the year following Clement Jaggard embarked in business on Tenth avenue between Thirteenth and Fourteenth streets. In 1852 Henry A. Sellers erected a building at 1408 Eleventh avenue, where he kept store. George W. Kessler was the pioneer druggist, his place of business being on Eleventh avenue, above Thirteenth street. William O'Donnell opened the first hardware store. Mangus Bender was one of the first coal dealers. Samuel Ettinger conducted the first clothing store, but sold out to Harry Tuck in 1858. Richard Smith is said to have been the first tailor, opening in 1851 or early in 1852. Thomas Elway began tailoring in the latter year. Benjamin Figart was the first shoemaker. It is a question now whether Nick Agnew or Samuel Yingling was the pioneer butcher. Agnew peddled meat in a wheel barrow. Yingling's slaughter house was under a pine tree on the Dry Gap road, in 1851. Howard Larcomb is reported to have been the first telegraph operator. In 1852, Miles R. Jones, son of Enos M. Jones, was private operator to Thomas A. Scott.

Dr. Gabriel Thomas located here in 1851. Dr. J. T. Christy came in November, 1854. He amputated the first leg taken off in Altoona, which was also the first leg lost through an accident on the Pennsylvania railroad. Dr. William R. Findley opened an office in October, 1858. He brought a letter of introduction to Thomas A. Scott. When he presented it, Colonel Scott said: "Doctor, I'm glad to see you in our growing little town, and heartily glad you have come. Why, let me tell you, sir, Altoona contains today 4,000 souls, and I believe you will live to see its population 7,000."

William Stokes was the pioneer lawyer, followed by Lewis W. Hall. D. J. Neff, hale and hearty today, nestor of the Blair county bar, was the fourth lawyer to locate here, arriving in 1860.



The first newspaper, the Altoona Register, was established in 1855 by William H. and J. A. Snyder.

### **The Daylight Store.**

The Daylight Store, William F. Gable & Co., proprietors, ushered in a new epoch in merchandising in Altoona. It began its career in a room, 20x40 feet, at Eleventh avenue and Thirteenth street, on March 1, 1884, in a snow storm. It was too hardy to be nipped in the bud by any such elemental frost and for thirty years it has been growing, growing, until now its forty-five or more separate departments, each a complete store in itself, finds a home 175 feet long and 120 feet deep, with five floors for business, none too large—very often too small.

The secret of this success is service. The Daylight store has been, still is and will continue to be a store of the people, by the people and for the people. No demand is too great to be satisfied, no request too small to be overlooked. Nothing is left undone, nothing is ignored, nothing is postponed. Service, to be of real value, must be prompt and efficient. That is the only kind acceptable to The Daylight Store. Customers make their wishes known to the capable and courteous clerks and the goods are ready for delivery. Between 375 and 500 people, according to the requirements of the season, are necessary to maintain a service of this character, but it is worth all it costs in the satisfaction it gives the patrons.

Next to service there is personality, plus ideals, in The Daylight Store. Emerson says that every great enterprise is the lengthening shadow of one man. The personality is big enough to take an interest in every individual customer—in every individual visitor. And the ideals are high enough to eliminate mere competition and make co-operation a dominant factor. The Daylight Store co-operates with the people to the latter's advantage. It is helpful in a thousand ways. It brings the offerings of the markets of the world to Altoona. The counters that panel its almost three acres of floor space are rich in the profusion and variety of its wares.

And then there is the matter of confidence. Confidence has been a large element in the building up of The Daylight Store. It was never more in evidence than today. Every statement made by the firm bears the trademark of truth; every promise of a bargain is backed up with the goods; every word of advertising is printed with the ink of honesty. When you see it in Gable & Co.'s ad, it's so.

Service, Personality, Ideals and Confidence are the cornerstones on which a great and beneficent enterprise has been reared for the people of Central Pennsylvania.

### **Miscellaneous Information.**

#### **The Mechanics' Library.**

The Altoona Mechanics' Library and Reading Room association was organized Sept. 13, 1858. Prime movers in its establishment were such distinguished men as Thomas A. Scott, fourth president of the Pennsylvania railroad; Andrew Carnegie, iron master and philanthropist, and Robert Pitcairn, great railroad man. Nov. 13, 1858, the library was formally opened in an old building that stood across the railroad tracks from the present ticket office at Thirteenth street and had been used by the master mechanic. Later the library occupied a room over the ticket office of the Pennsylvania railroad for twenty-five years, then moved to the Eleventh avenue addition to the Logan House, and is now located in the old First Presbyterian church on Eleventh avenue. Over 52,000 volumes are on the shelves.

### Hospitals.

The Altoona hospital was incorporated Nov. 26, 1883. H. J. Cornman is president, Miss Anna C. Wray superintendent. Capacity, 150 patients.

Mercy hospital was opened in July, 1910. J. A. Elder is president, Miss Laura M. Hamer superintendent. Capacity, 30 patients.

### Population of Altoona.

The population of Altoona at each census from 1860 to 1910, inclusive is as follows:

Year	Number	Increase
1860	3,591	
1870	10,610	195.8 Per Cent.
1880	19,710	85.7 "
1890	30,260	53.9 "
1900	38,973	28.5 "
1910	52,127	33.8 "
1914	58,000 (Estimated)	

### Blair County.

1900	85,099	
1910	108,858	27.9 Per Cent.

### Chamber of Commerce.

The Chamber of Commerce was organized several years ago, but was re-created in the fall of 1913, after an enthusiastic campaign. It now has over 500 active, energetic members. Its officers are: President, W. C. Westfall; vice presidents, H. K. McCauley, Bertram Leopold, Dr. W. Frank Beck, W. E. Russell and E. B. Greene; secretary, H. J. Seeds; treasurer, C. F. Anderson; manager, George H. Mosser.

### Newspapers.

Altoona has four daily and four weekly newspapers, all of them above the average, as follows:

Altoona Tribune, morning, daily, except Sunday; Weekly, Saturday; editor, W. H. Schwartz.

Altoona Mirror, evening, daily, except Sunday; president and founder, Harry Slep; managing editor, Harry L. Johnston.

Altoona Times, morning, daily, except Sunday; editor, Charles M. Kelley.

Altoona Gazette, evening, daily, except Sunday; editor, R. J. Kaylor.

Deutscher Volksfuehrer, weekly, Friday; editor, L. G. Lamade.

Deutscher Wacht, weekly, Friday; editor, G. H. Hemminger.

Land and Labor, weekly, Saturday; editor, F. H. Hall.

### Commerce and Industrial.

In 1913 a total of 1,482 mercantile licenses were issued and the total volume of business was, in round numbers, \$22,500,000.

In the Altoona industrial zone there are sixty or more industries, with an output of approximately \$52,000,000 annually. Three silk mills employ 1,100 operatives. The Altoona Iron company employs between 300 and 400.

In a work of this character it is difficult to determine where to draw the line. Delving into the records unearths many interesting historical features. But where the exigencies of space demand brevity it becomes largely a matter of condensing the chief facts into the smallest compass. Hence, this sketch has been confined only to the more important steps in the development of Altoona.



*William J. Gable*

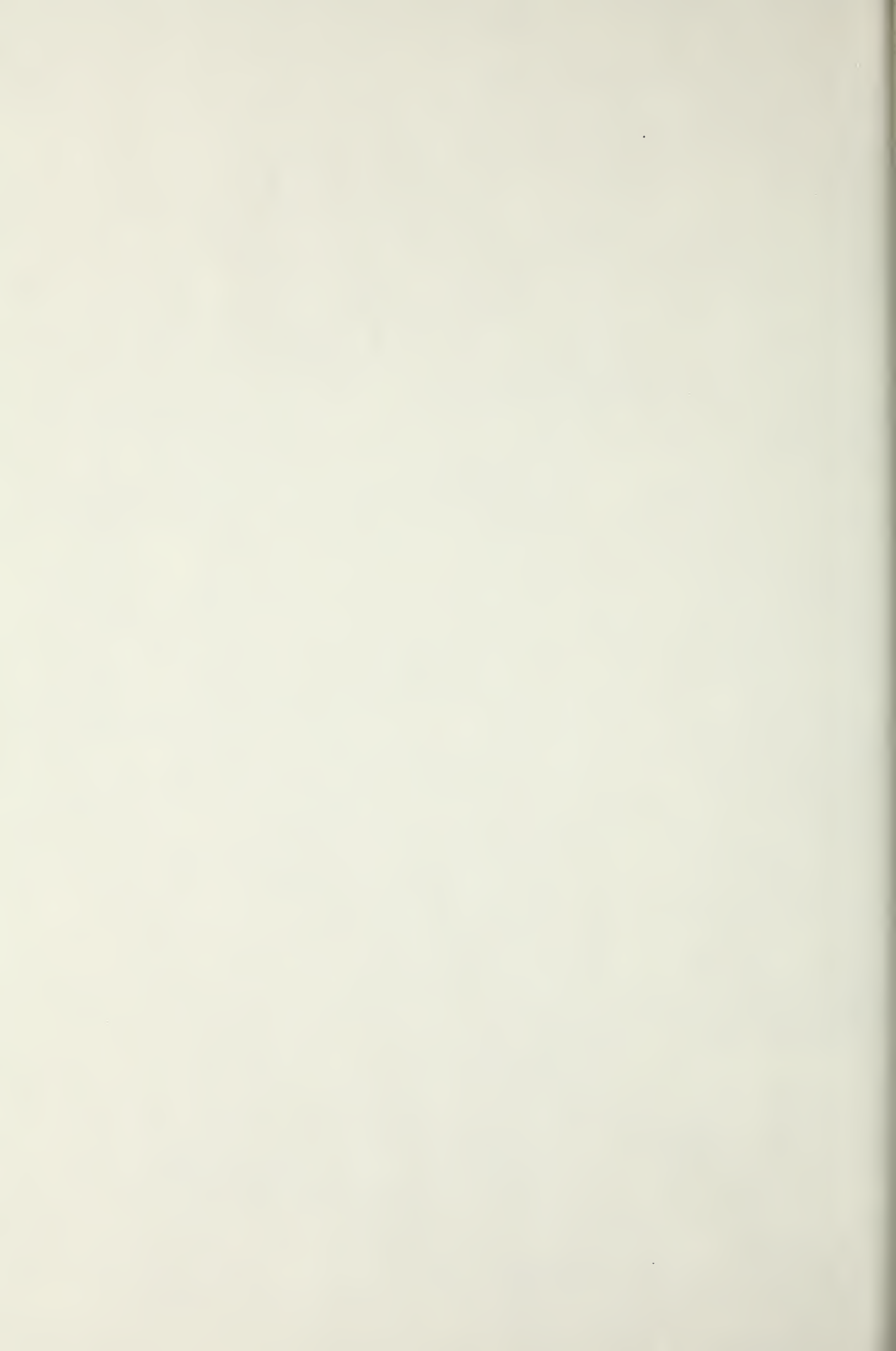
ALTOONA, PENNA.

New York City, 2 Walker Street  
Chemnitz, Germany, 25 Theatre Strasse  
Paris, France, 3 Cite Trevis  
Manchester, England, 66 Faulkner Street  
St. Gall, Switzerland, 16 Rosenberg Strasse











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